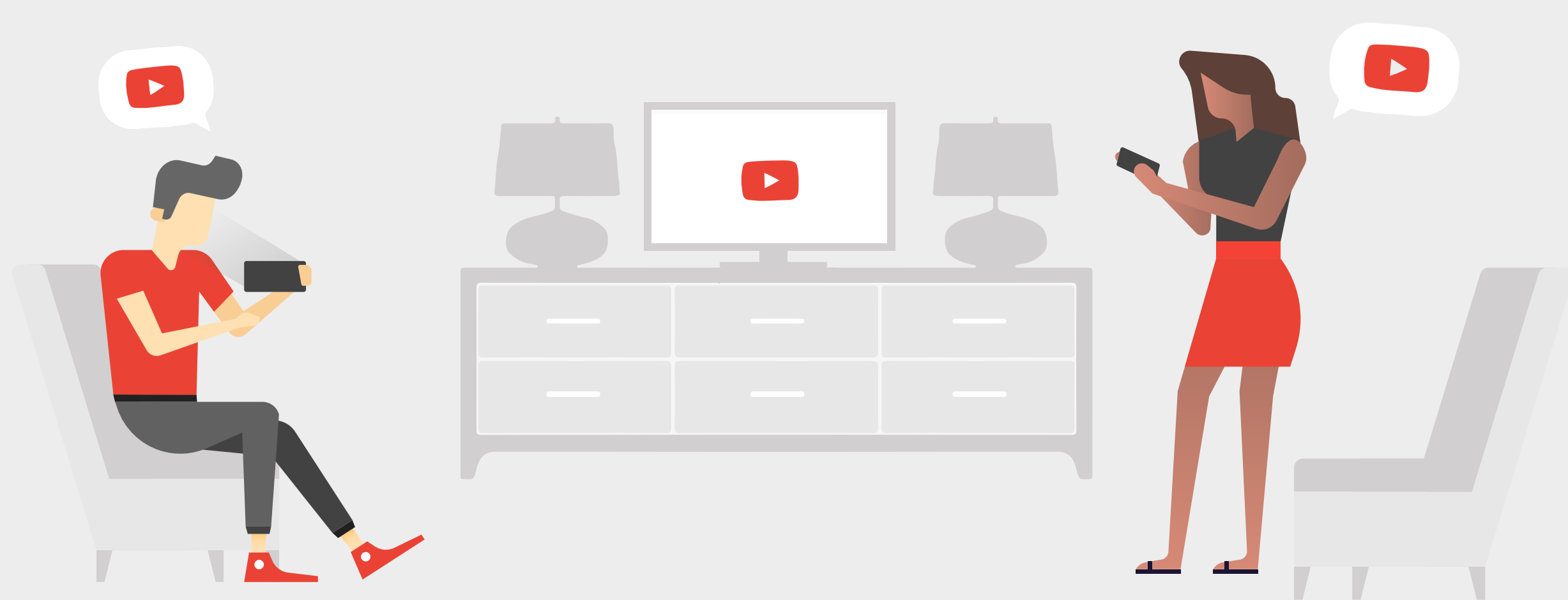


YouTube User Stats From Broadcast 2017: 3 Trends in Video Viewing Behavior

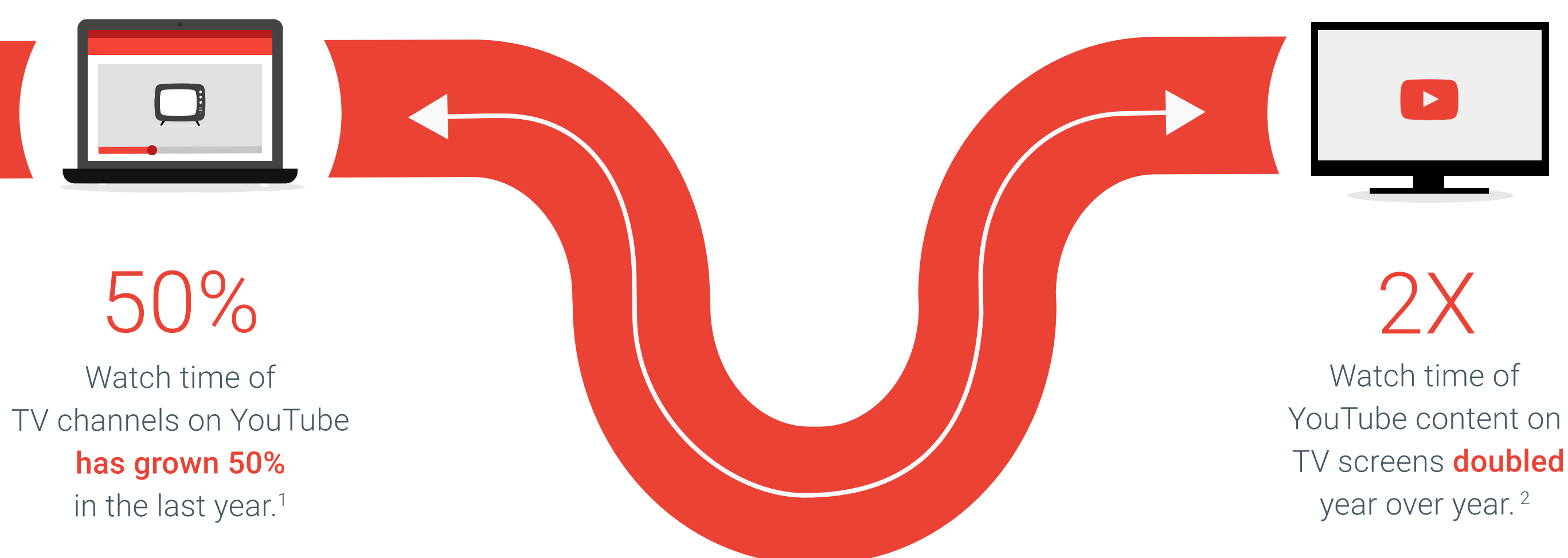
People care about their favorite shows—not where they show up. On TV screens or on devices, they'll watch endless quantities of quality content.

Straight from Broadcast, YouTube's NewFronts event, here are three trends we're seeing in our research that show how much people are blurring the lines between TV and online video.



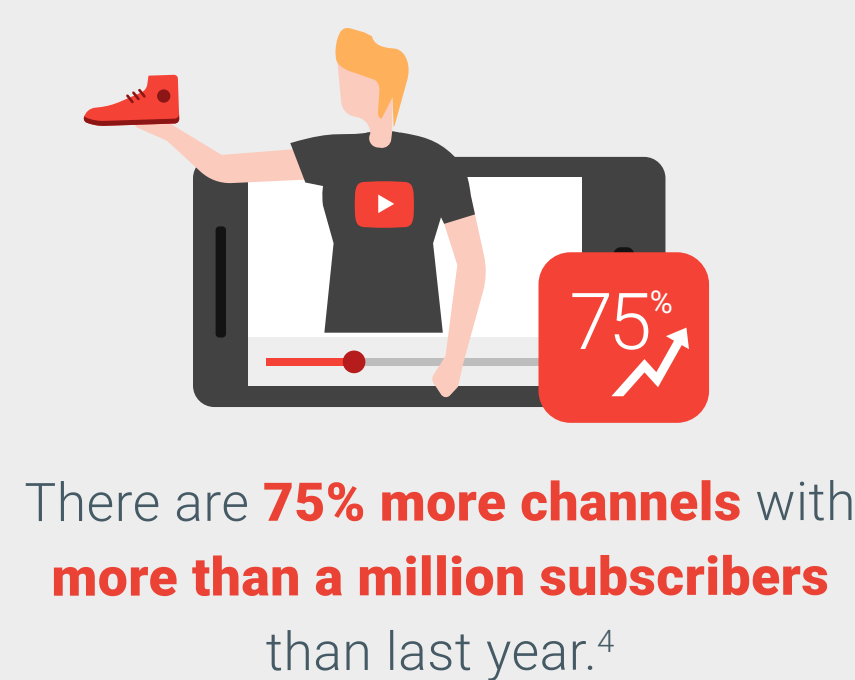
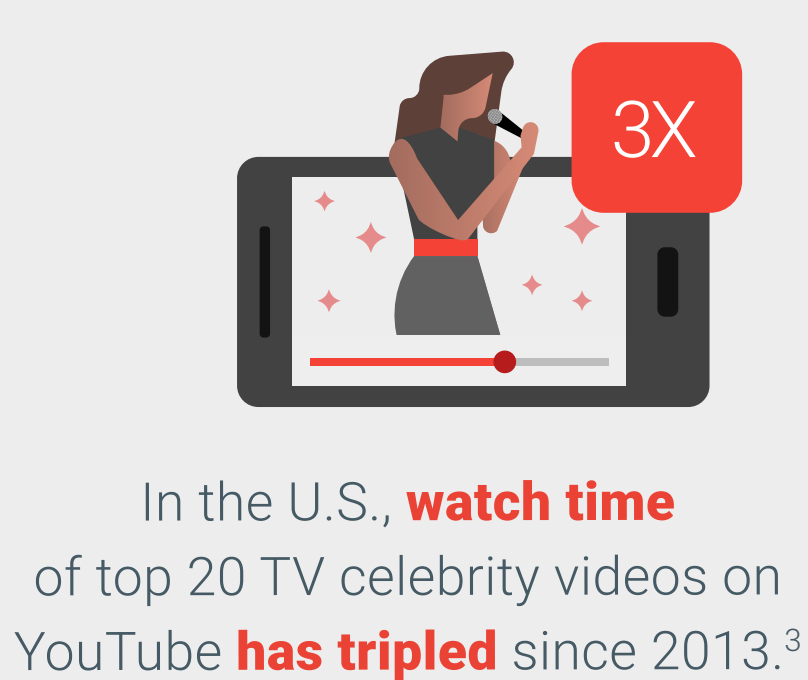
1

People watch TV on YouTube and YouTube on TV



2

Both traditional celebs and "internet-famous" YouTube creators are gaining fans on YouTube



3

Prime time has gone online



During prime-time hours of an average day in the U.S., more 18-49-year-olds visit YouTube than any TV network, even on mobile alone.⁵

What this shifting consumer behavior means

Viewers are already combining their love for TV and online video. When media plans follow that trend, brands benefit too.

CASE IN POINT:

Over the course of a year, all U.S. TV campaigns over 600 Gross Rating Points (GRPs) per quarter would have reached more 18-49-year-olds by combining TV and Google Preferred—without spending more money.⁶



SOURCES

- 1 YouTube Data, U.S., 2015 vs. 2016. List of TV channels supplied by Nielsen.
- 2 YouTube Data, Global, Jan. 2017 vs. Jan. 2016.
- 3 YouTube Data, U.S., 2013 vs. 2016.
- 4 YouTube Data, Global, Dec. 31, 2015 and 2016.
- 5 Google-commissioned Nielsen study. Average daily prime-time audience, aged 18-49, for YouTube Mobile, Nielsen Mobile Panel. All individual cable and broadcast networks during prime time, reach of 18+ (live + 7, one-minute qualifier), TV only, Sept. 2016.
- 6 YouTube Extra Reach Meta-analysis, including YouTube Internal Data and Nielsen cross-screen panel data for 653 TV campaigns between Jul. 2015 and June 2016 with above 600 quarterly GRPs among persons aged 18-49 in U.S. Analysis identified campaigns that would have benefited from combining Google Preferred (targeting 18-49-y-o) and TV while holding cost constant and optimizing for reach.